

COUNCIL AGENDA: 6-21-05

ITEM: 2.4

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: William F. Sherry, A.A.E.

SUBJECT: SEE BELOW

DATE: May 31, 2005

Approved

Date

6/14/05

Council District: Citywide

SUBJECT: EXERCISE OF ONE-YEAR OPTION TO EXTEND CONSULTANT AGREEMENT WITH BARNESTORMING ADVERTISING AND MARKETING COMMUNICATIONS

RECOMMENDATION

Approval to exercise a one-year option to extend the agreement with Barnestorming Advertising and Marketing Communications to conduct marketing communications and customer service consulting services for the Norman Y. Mineta San José International Airport for the period of July 1, 2005 through June 30, 2006, in an amount not to exceed \$185,000.

BACKGROUND

On June 1, 2004, City Council adopted a resolution authorizing the City Manager to negotiate and execute an agreement with Barnestorming Advertising and Marketing Communications (Barnestorming) to conduct marketing communications and customer service consulting services for the period from July 1, 2004 through June 30, 2005, in an amount not to exceed \$185,000. The agreement provides that the City may exercise up to three additional one-year options to extend the agreement, on a fiscal year basis, to June 30, 2008, for a total amount not to exceed \$740,000, subject to annual appropriation of funding for each option year. City Council adopted resolution No. 72126 with the stipulation that the exercise of any one-year option returns to Council with an update on accomplishments and ongoing marketing efforts associated with this contract.

ANALYSIS

The Airport Improvement Program is underway with the North Concourse and roadway projects. With improvement project construction impacting Airport users and the community, the challenge is to communicate accurate and timely information. Barnestorming has proven to be a valuable resource for the Airport, providing strategic and creative communication solutions and managing the production of outreach tools such as television, radio, and newspaper.

May 31, 2005

Subject: Exercise of one-year option to extend consultant agreement with Barnestorming Advertising and Marketing Communications

Page 2

Furthermore, the relationship between staff and Barnestorming principal, Jim Barnes, and his associate, Eileen Goodwin, has been collaborative and successful. In FY 2004-2005, Barnestorming has successfully completed customer service, community outreach, and air service development communications objectives that align with City Council policy:

Customer Service

- As construction mitigation for the Airport Improvement Program's North Concourse project, Barnestorming designed the Airport Improvement introductory materials, including "Wilbur" the Airport Improvement icon, interior and exterior construction signs, and the 7-foot tall Wilbur character that made his debut at the groundbreaking. A "Where's Wilbur Working?" activity book was also produced to entertain children waiting in the terminals and to educate adults on the Airport Improvement Program.
- To communicate information regarding holiday travel, a Thanksgiving and Christmas holiday outreach campaign showcased access, parking, and travel tips. A strategic Guaranteed Parking promise was developed that was a contributing factor in increasing parking revenue during the holiday period.

Community Outreach

- To maximize outreach for community meetings, Barnestorming developed advertising and materials to support community outreach efforts. Barnestorming associate, Eileen Goodwin, facilitated several community meetings.
- Wilbur, the Airport Improvement Program icon, is an on-going community outreach tool that has participated in several District and Citywide events.
- To commemorate the naming of the Ernie Renzel Airfield, Barnestorming developed materials for the presentation to Ernie Renzel and the community.

Air Service Development

- To raise awareness of available air service and retain existing air service, Barnestorming created a media campaign, Fly San José, that included television commercials, radio spots, print ads, internet advertising and Airport shuttle bus signs. All communication tools promoted the use of the Airport's web site as a resource for detailed information.
- For new air carrier introduction and marketing support of JetBlue and Independence Air, Barnestorming developed a media campaign that included television commercials, television traffic sponsorships, radio sponsorships, newspaper advertisements and Airport roadway banners. The community was directed to the Airport's web site for further information on the new airlines.
- To promote existing air service to meeting planners and potential visitors to San José, Barnestorming created "Tails You Win" advertising to communicate the extent of Mineta San José International Airport airlines and destinations.

HONORABLE MAYOR AND CITY COUNCIL

May 31, 2005

Subject: Exercise of one-year option to extend consultant agreement with Barnestorming Advertising and Marketing Communications

Page 3

OUTCOME

The approval of this one-year option to extend the agreement with Barnestorming ensures the continuation of a strategic and cost effective resource for customer service, community outreach, and air service development communications.

PUBLIC OUTREACH

Not applicable.

COORDINATION

This Council memo has been coordinated with the City Attorney's Office and the City Manager's Budget Office.

COST IMPLICATIONS

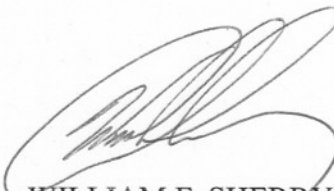
The amount of the agreement is \$185,000 per fiscal year and not to exceed an amount of \$740,000 for the total term of the agreement, subject to annual appropriation of funds by the City Council.

BUDGET REFERENCE

Fund #	Appn.#	Appn. Name	RC#	Total Appn.	Amount of Contract	2005-06 Proposed Budget Page
523	0802	Non-personal/Equipment	102110 129110 130110	\$33,171,336	\$185,000	Page XI-3

CEQA

Resolution Nos. 67380 and 71451, PP 04-04-162



WILLIAM F. SHERRY, A.A.E.
Director of Aviation